

...experienced a 11.7% increase in population between 1990 and 2000, resulting in a 2000 total population of 156,763. In 2000, the county had 357.4 persons per square mile, a density much higher than the state as a whole. The median age in Winnebago County is 35.4, indicating a slightly younger population than the State of Wisconsin, which has a median age of 36.0 years. The largest municipality is the City of Oshkosh.

The median value of owner-occupied housing in Winnebago County is \$97,700. 1.7% of the housing units are seasonal, a value much below the state's average of 6.3%.

Farmland covers 59.7% of the county, while 42.9% of Wisconsin land is used for farming. The county is 7% forested and has 30 of the State's 15,057 lakes.

In Winnebago County, Kimberly Clark Corporation employs more workers than any other manufacturing firm, and Thedacare Inc. is the largest non-manufacturing employer. The Manufacturing industry generates the largest share of the county's total personal income. Winnebago County's 1999 median household income was \$44,445.

		Population				
	20	000				
	Males	<b>Females</b>	<u>Total</u>	<u>1990</u>		<u>2000</u>
8084			Winnebago Count	y 140,320		156,763
70-74			Ton Five Munici	nalitiaa		
6064			Top Five Munici			
5054			Oshkosh, City	55,006	Oshkosh, City	62,916
3004			Neenah, City	23,219	Neenah, City	24,507
4044			Menasha, City	14,638	Menasha, Town	15,858
30-34			Menasha, Town	13,975	Menasha, City	15,643
20-24			Algoma, Town	3,492	Algoma, Town	5,702
10-14						
0-4						
8,00	00 4,000	0 4,000	8,000			

# **Quality of Life**

	Wisconsin	Winnebago
Persons per Square Mile, 2000	98.8	357.4
Number of Staffed Hospital Beds, 1995	16,070	540
Average Birth Rate per 1,000 population, 2000	12.9	12.3
Public School Enrollment, 2000-2001	879,476	23,884
Number of 2000 Public High School Graduates	58,545	1,535
1999-2000 Public High School Dropout Rate	2.3%	1.8%

## **Vital Statistics**

	<u>1990</u>		<u>2</u> (	<u> 2000</u>	
	Wisconsin	Winnebago	Wisconsin	Winnebago	
Birth Rate (per 1,000)	14.8	13.8	12.9	12.3	
Death Rate (per 1,000)	8.7	7.8	8.7	7.6	
Number of Marriages	38,934	1,143	36,100	979	
Number of Divorces	17,727	565	17,337	570	

Housing

	<u>1990</u>	<u>2000</u>
Total Number of Housing Units	56,123	64,721
Number of Single-Unit Structures	38,920	45,026
Number of Multiple-Unit Structures	15,441	18,285
Number of Single Units Permitted	440	419
Number of Multiple Units Permitted	200	235
Percent Seasonal Housing	2.0%	1.7%
Median Value, Owner-Occupied	\$60,200	\$97,700
Median Rent	\$318	\$443

# Recreation

<u>1995 Number of:</u>	Wisconsin	Winnebago
Campgrounds	1,106	22
Campsites	75,367	7,259
Hiking Trails (in miles)	5,617	22
Mountain Biking Trails (in miles)	3,155	20
Cross Country Skiing Trails (in miles)	4,154	19
Snowmobile Trails (in miles)	14,896	76
Visitor Expenditures, 2000	\$11,046,539,344	\$198,257,134

		Income		
	<u>1980</u>	<u>1990</u>	<u>2000</u>	
Total Personal Income	\$1,328,679	\$2,607,148	\$4,411,624	
Non-Farm Personal Income (in thousand: Farm Income (in thousands)	\$1,310,661 \$18,018	\$2,597,790 \$9,358	\$4,409,546 \$2,078	
Per Capita Income	\$10,085	\$18,507	\$28,092	
Transfer Payments (in thousands)	\$162,809	\$305,382	\$491,838	
Proprietor Income (in thousands)	\$77,825	\$110,753	\$167,275	

## Banking

<u>2000</u>	Wisconsin	Winnebago
Savings Institutions-Offices	396	15
Savings Institutions-Savings Capital (Millions)	\$12,761	\$375
Commercial Banks-Offices	1,720	27
Commercial Banks-Deposits (Millions)	\$62,618	\$1,224

### **Government Finance**

1997	Wisconsin	Winnebago
Total Property Taxes Levied (in 1000's)	\$5,144,206	\$129,874
Effective per Capita Property Tax	\$997	\$868
Total Expenditures (in 1,000's)	\$17,139,825	\$466,332
In Dollars per Capita	\$3,322	\$3,115
As Percent of Total:		
Education	43.2%	37.4%
Health & Hospital	4.5%	4.3%
Police	5.0%	4.7%
Fire	2.3%	2.8%
Public Welfare	6.8%	6.6%
Highways	7.7%	8.3%

# Retail, Service, Wholesale

<u>1997</u>	Wisconsin	Winnebago
Number of Retail Sales Establishments	21,717	611
Sales (in thousands)	\$50,520,463	\$1,489,582
Annual Payroll (in thousands)	\$4,826,217	\$141,427
Number of Service Establishments	55,618	1,318
Receipts (in thousands)	\$48,559,607	\$760,362
Annual Payroll (in thousands)	\$18,990,629	\$298,604
Number of Wholesale Establishments	8,025	194
Sales (in thousands)	\$57,192,863	\$1,088,780
Annual Payroll (in thousands)	\$3,764,944	\$111,856

Manufacturing		
Wisconsin	Winnebago	
9,936	316	
562,479	27,191	
\$18,766,395	\$976,515	
416,254	19,575	
837,444	40,875	
\$11,952,570	\$642,591	
	9,936 562,479 \$18,766,395 416,254 837,444	

Value Added (in 1,000's)

Value of Shipments (in 1,000's)

# 2002 Top Employers

\$2,873,833

\$6,026,594

\$54,947,083

\$117,382,992

<b>Top Five Manufacturing Firms</b>	Number Employed	Product/Type of Business
Kimberly Clark Corp.	1000+	Paper Mills
Curwood Inc.	1000+	Unsupported Plastics Film & Sheets
Oshkosh Truck Corp.	1000+	Motor Vehicles & Passenger Car Bodies
Pierce Mfg. Inc.	1000+	Truck and Bus Bodies
Plexus Electronic Assembly Corp.	1000+	Electronic Components
<b>Top Five Non-Manufacturing Fi</b>	rms	
Thedacare Inc.	1000+	Doctors' Offices and Clinics
Oshkosh Public Schools	1000+	Elementary and Secondary School
University of Wisconsin - Oshkosh	1000+	Colleges and Universities
Dept. of Health and Family Service	es 1000+	Residential Care
County of Winnebago	1000+	Executive & Legislative Offices

	Employment	by Industry –	
	<u>1980</u>	<u>1990</u>	<u>2000</u>
Mining	154	24	(DS)
Construction	2,768	3,533	5,329
Manufacturing	24,316	28,596	33,042
Transportation and Public Utilities	1,986	2,908	4,325
Trade	12,840	16,201	19,432
Services	16,686	23,354	30,441
Government	8,795	10,257	11,649

Income by Industry	_			
	ncomo	X 1/4	100 110	1 2 4
		UAY		1 7 6 7

In Thousands:	<u>1980</u>	<u>1990</u>	<u>2000</u>
Mining	\$6,773	\$661	(DS)
Construction	\$55,500	\$107,234	\$221,961
Manufacturing	\$516,053	\$973,271	\$1,668,270
Transportation and Public Utilities	\$37,205	\$83,357	\$161,293
Trade	\$121,315	\$206,447	\$374,893
Services	\$166,010	\$387,261	\$820,929
Government	\$137,120	\$261,801	\$416,945

## **Natural Resources**

	Wisconsin	Winnebago
Land Area (square miles)	54,310	439
Total Forest Land (in thousands of acres)	15,964.8	20.1
Commercial	15,702.5	20.1
Non-Commercial	262.3	0
Percent Land in Forests	46%	7%
Number of Lakes	15,057	30
Total Acreage of Lakes	982,155	169,755

# Farming

<u>1997</u>	Wisconsin	Winnebago
Number of Farms	65,602	860
Land in Farms (acres)	14,900,205	167,459
Average size of Farm (acres)	227	195
Sales by Selected Products (in 1,000's):		
Hay, Silage, and Field Seeds	\$106,572	\$1,184
Vegetables, Sweet Corn, and Melons	\$149,443	\$1,798
Fruits, Nuts, and Berries	\$140,140	\$114
Nursery and Greenhouse Crops	\$157,348	\$1,599
Poultry and Poultry Products	\$241,523	\$191
Dairy Products	\$2,746,950	\$35,316
Cattle and Calves	\$670,518	\$5,442
Hogs and Pigs	\$151,164	\$353

#### Notes:

(NA) - Not available

(DS) - Data suppressed; not shown to avoid disclosure of confidential information

(L) - Less than 10 persons employed in "Employed by Industry" or less than \$50,000 in "Income by Industry"

Number of Single-Unit Structures - Number of housing units standing alone

Number of Multiple-Unit Structures - Number of housing units connected to another structure, including other housing units

Percent Factory Jobs - Percent of employed persons working in factories

Services - Includes services and finance, insurance, and real estate

Trade - Includes retail and wholesale trade

#### **SOURCES:**

#### TEXT

1999 Median Household Income, U.S. Bureau of the Census, Census 2000

#### **POPULATION**

U.S. Department of Commerce, Bureau of the Census.

2000 Census of Population and Housing

Table P8: Sex by Age

1990 Census of Population and Housing

Table P001: Persons

2000 Census of Population and Housing

Table P1: Total Population

Wisconsin Department of Workforce Development, County Workforce Profiles, Fifth Edition, 2002.

Top Five Municipalities

#### **QUALITY OF LIFE**

U.S. Bureau of the Census, Census 2000. State & County Quick Facts, Geography Quick Facts
Persons per Square Mile

Wisconsin Department of Health and Family Services, Division of Health, Bureau of Health Care Number of Staffed Hospital Beds, 1995

Wisconsin Department of Health and Family Services, Wisconsin Births and Infant Deaths, 2000 Report

Table 23: Number of Births by County of Residence, Wisconsin 1980-2000

Wisconsin Department of Public Instruction,

Statistics and Reports, Student Data

Raw Data for Public School Enrollments, Graduates, and Dropout Rates

#### **VITAL STATISTICS**

Wisconsin Department of Health and Family Services, Vital Statistics Reports Wisconsin Births and Infant Deaths, 2000 Table 23: Number of Births by County of Residence

Wisconsin Deaths, 2000

Table 3: Deaths by County of Residence Wisconsin Marriages and Divorces, 2000 Table 4: Monthly Marriage Totals by County

Table 6: Divorces and Annulments by County

#### **HOUSING**

U.S. Department of Commerce, Bureau of the Census, Census 2000.

Table H1: Housing Units
Table H30: Units in Structure
Table H8: Vacancy Status

Raw Data for Seasonal Housing

Percentages

Table H76: Median Value for Specified

Owner-Occupied Housing Units

Table H56: Median Contract Rent

U.S. Department of Commerce, Bureau of the Census, Census 2000.

CenStats Databases:

Building Permits, Annual 2000 Note: Data for some counties are not exact because some municipalities had no available data (NA).

#### RECREATION

Wisconsin Department of Natural Resources.
Unpublished Data for Wisconsin Statewide
Comprehensive Outdoor Recreation Plan for
1991-1996.

Wisconsin Department of Tourism, Research and Travel Trends

1993-2002 Economic Impact of Traveler Expenditures by County

#### **INCOME**

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA05: Personal Income by Major Source and Earnings by Industry

#### **BANKING**

Federal Deposit Insurance Corporation, Summary of Deposits, Individual State Tables

Table 07: County (June 30, 2000)

#### **GOVERNMENT FINANCE**

U.S. Department of Commerce, Bureau of the Census.

Census of Governments, 1997. County Area Finance and Employment Fast Facts.

#### RETAIL, SERVICE, WHOLESALE

U.S. Department of Commerce, Bureau of the Census. Economic Census, 1997.

EC97R44-WI Census of Retail Trade, 1997.

Table 3: Summary Statistics for Counties, 1997. EC97W42-WI(RV) Census of Wholesale Trade, 1997.

Table 5: Summary Statistics for Counties, 1997. Economic Census, 1997. Summary Statistics.

Raw Data for Service Industries

Note: The Census of Service Industries was not compiled in 1997 due to the change in industry coverage from the Standard Industrial Classification System (SIC) to the North American Industry Classification System (NAICS). There is no Service Industries classification in the new system.

#### **MANUFACTURING**

U.S. Department of Commerce, Bureau of the Census. Economic Census, 1997.

EC97M31-WI Census of Manufacturing, 1997.

Table 3: Industry Statistics for Counties, 1997.

#### **TOP EMPLOYERS**

Wisconsin Department of Workforce Development, Local Labor Market Information, Top Fifty Employers by County.

Raw Data for Public and Private Employers, 2002.

#### EMPLOYMENT BY INDUSTRY

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA25: Total Full-Time and Part-Time Employment by Industry

Note: Data was compiled in March, 2003.

#### **INCOME BY INDUSTRY**

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA05: Personal Income by Major Source and Earnings by Industry

#### **NATURAL RESOURCES**

U.S. Department of Commerce, Bureau of the Census, Census 2000.

GCT-PH1: Population, Housing Units, Area, and Density, 2000.

Schmidt, Thomas L. <u>Wisconsin Forest Statistics</u>, <u>1996</u>. United States Department of Agriculture, Forest Service.

Table 1: Area of Land by Forest Survey Unit, County, and Major Land-Use Class, Wisconsin, 1996.

Wisconsin Department of Natural Resources, Bureau of Water Resources Management-Lake Section, <u>Wisconsin Lakes</u> PUB-FM-800 99Rev. Inland Lake Summary Information by County

#### **FARMING**

AC97-A-49 Census of Agriculture, 1997.

Table 1: County Summary Highlights.

Table 2: Market Value.

Table 14: Cattle and Calves: Inventory & Sales.

Table 15: Hogs and Pigs: Inventory & Sales.

Table 16: Poultry: Inventory & Sales.

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